



ASX Announcement

12 September 2014

99 Wuxian Limited

ARBN 164 764 729

Incorporated in Hong Kong

ASX: NNW

Board of Directors

Mr Ross Benson –
Chairman,
Non-Executive Director

Ms Amalisa Zhang –
CEO, Executive Director

Mr David Chen –
Executive Director

Mr Yongkuan Duan –
Non-Executive Director

Mr Simon Green –
Non-Executive Director

Mr Tony Groth –
Non-Executive Director

Company Secretary

Mr Nathan Bartrop

HWB (Corporate Services)
Limited

Registered office

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Hong Kong

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Website:

www.99wuxian.com

To : Australian Securities Exchange

Game Centre Program To Drive Dynamic User Growth

Highlights

- Expanded partnership with Rural Credit Banks Funds Clearing Centre
- Five million new mobile bank users at Minsheng Bank within eight months
- Launched game centre program to take advantage of growing mobile gaming market
- UST Hongwei Software Technology joined as a merchant in August

Hong Kong, 12 Sep 2014: Leading Chinese mobile commerce company 99 Wuxian Limited (ASX: NNW) ("99 Wuxian" or the "Company") is pleased to provide details on its monthly business activities and new partnerships.

99 Wuxian operates a mobile online market place, 99wuxian.com, in China, providing a value-added services platform to banks and their customers. The mobile online market place offers a variety of physical and virtual goods to consumers via a mobile banking application available on a smart phone or tablet.

99 Wuxian is a market leader in the Chinese business to business to consumer (B2B2C) m-commerce segment, with more than 31 million registered users.

Rural Credit Banks Funds Clearing Centre (The Centre): In August, 99 Wuxian marketplace expanded its partnership with the Rural Credit Banks Funds Clearing Centre. As a result, users of the 99 Wuxian marketplace can now book and purchase a flight ticket. The Company plans to provide additional value-added service applications to different branches of The Centre.

The Centre is the biggest clearing service centre for China's massive rural area. The Centre comprises 30 of a total 32 provincial rural credit cooperatives, commercial banks and cooperative banks (all referred to as *rural credit bank institutions*).

The Centre plays an important role in promoting economic and financial development in China's rural area, which accounts for the majority of population in Central and Western China. These areas are less developed and account for almost 1 billion people. Additionally, The Centre can potentially improve the payment and settlement environment for rural credit bank institutions. The Centre's tremendous scale, in terms of user base and high user viscosity, creates a remarkable opportunity for 99 Wuxian to expand its existing presence.

The Centre also presents a highly attractive opportunity for acquiring

customers in a cost-efficient manner whilst increasing the transaction volume at the same time.

China Minsheng Bank: Commencing in March 2014, 99 Wuxian has undertaken consistent promotional marketing campaigns in conjunction with Minsheng Bank till the year end. Through various marketing activities which have included, large sales, lucky draws and SecKil (the web name of Flash sale), Minsheng Bank has achieved significant growth in its mobile banking customer growth. The growth was evident through an additional 5 million new users in only an 8-month period. The astonishing growth is ground-breaking in China's mobile banking sector.

In an emerging mobile banking market that is hotly contested, Minsheng Bank has outperformed its rivals through its exciting customer experience, rich featured functions and value-added lifestyle convenience. The outstanding figures of 97 million transactions and 1.7trillion yuan in transaction volume has helped the bank achieve a Top 3 ranking in the Chinese market (Source: Enfodesk, <http://www.enfodesk.com/SMinisite/maininfo/articledetail-id-386726.html>)


Game Centre Program—99 Play: 99 Wuxian has formed a partnership with Chinese feature film animation company Mili Pictures. The partnership has been promoting the animation film *Dragon Nest: Warriors' Dawn*, which based on the enormously popular online game of the same name, and has 100 million registered users and six million daily users in Asia alone (Data Source: <http://www.hollywoodreporter.com/news/cannes-chinese-toon-shingle-mili-705156>). In mainland China, the game is operated by leading Chinese online game developer, operator and publisher Shanda Games Limited (NASDAQ: GAME).

The company also launched "99 Play" on mobile banking APP of TOP 4 and other major China banks.

Through the partnership, 99 Wuxian attended the China Digital Entertainment Expo & Conference (also known as ChinaJoy) from 31 July to 3 August. ChinaJoy is the largest gaming and digital entertainment exhibition in Asia. As one of the largest mobile commerce service platforms, 99 Wuxian provides a one-stop technical and traffic support solution, acting as a channel to connect value between game operators, payment systems and mobile game players by improving the ease of the payment experience to game props (refers to the objects or pieces of furniture that are used in games)purchase.

Following the rapid growth of smart phones since 2012, the mobile gaming industry has entered into a rapid development period. According to the 2013 annual review of the Chinese mobile gaming industry from Qihoo 360 mgamer.cn, the actual sales income from China's mobile gaming market is 11.24b yuan(~AU\$ 2b) in 2013. This is an increase of 246.9% year-on-year; while the number of mobile gamers is approximately 310 million, an increase of 248.5% from 2012. Assuming the lead role within the mobile commerce industry, 99 Wuxian is highly encouraged by the boost it receives from its business partners entering the mobile gaming industry.

UST Hongwei Software Technology: 99wuxian and UST Hongwei Software Technology entered into an agreement to provide train ticket inquiries and payments services to optimise 99 Wuxian's operational platform. Given the high user demand, the travel ticket business is more than likely to provide greater diversification and convenient travel solutions



for 99 Wuxian's registered users.

The UST Hongwei Software Technology comprises experienced marketing staff and R&D talents from elite universities that are committed to software application development and operations in the e-commerce and mobile internet industries. It also holds a number of international patents and copyright up to date.

For further information, please contact:

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